## BANQUETS & LUNCHEONS

A kickoff banquet will be held April 13 in the Egyptian Room of the Cherry Plaza Hotel. This banquet will be preceded by a reception.

Daily buffets for personnel manning the booths will be provided on the four days the Exposition is open. Exhibitors will receive one complimentary ticket for admission to all of these functions for each 10' x 10' space. Additional tickets are available at $25 each. Free coffee will be provided prior to the opening of the Exposition each day.

## BUSINESS VISITORS

"Made for you in Florida by Floridians" is more than a trademark. It represents a quality product, available without costly shipping charges, produced by Florida men and women who are consumers and customers for local products and services. You owe it to yourself to become acquainted with the products of Florida industry.

A cordial invitation is extended to WHOLESALERS, RETAILERS, ARCHITECTS, ENGINEERS, PURCHASING and PROCUREMENT PERSONNEL, CONTRACTORS, MANUFACTURERS and DISTRIBUTORS. You should take advantage of this opportunity to learn about the wide variety of Florida-made products that will be assembled in one place at one time.

**FOR INFORMATION CONTACT:**

Executive Vice President
Florida Industries Exposition
Exposition Park, Orlando, Florida
Telephone 424-9531

**BUY FLORIDA**
**TELL FLORIDA**
**SELL FLORIDA**

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City of Orlando
Florida Bankers Association
Florida State Chamber of Commerce
Purchasing Agents Association of Florida
Local Chambers of Commerce, Committees of 100, Industrial Committees and Development Authorities

# THE GREATEST INDUSTRIAL SALES OPPORTUNITY

# UNDER THE SUN!

# APRIL 14-17 1964

FLORIDA
INDUSTRIES EXPOSITION
EXPOSITION PARK
ORLANDO, FLORIDA

FLORIDA INDUSTRIES EXPOSITION

# Florida INDUSTRIES EXPOSITION

## APRIL 14-17, 1964

EXPOSITION PARK
ORLANDO, FLORIDA

E F D Exhibits

**Farris Bryant**
**Governor, State of Florida**

## GOVERNOR FARRIS BRYANT

The Governor is again urging Florida industries to display their vast diversification of products and services at this annual Florida Industries Exposition. He stated, "It is an ideal setting for Florida's industries to display to the world their expansive capabilities."

## WENDELL JARRARD

The Chairman of the Florida Development Commission states: "The Florida Industries Exposition will show what Florida manufacturers can produce. Your participation will provide valuable contacts with buyers, purchasing agents and procurement personnel which, followed-up aggressively, will create substantial new business for you."

## WILLIAM G. HAYNIE

The President of the 1964 Exposition states: "The enthusiastic response from exhibitors and purchasing agents participating in the Exposition indicates the tremendous opportunities it provides."

## COMMENTS OF 1963 EXHIBITORS

"I have found a transformer and crystal company in the state that manufacturers the same product we have been buying out of Florida. I think the Exposition is tops." —*Sperry Electronics, Clearwater*

"We have had numerous inquiries of a positive nature. Martin, Piper and all the big companies have been in and have been enthusiastic with what they have seen." —*Allison Plating & Anodyzing Division, Orlando*

"We have made some wonderful contacts, and the publicity we have received from the press and TV prove it's worth it to us for these two services alone."
—*C. S. Taylor & Co., Davenport*

"We feel the Exposition was very worthwhile and profitable."
—*Cline Aluminum Products, Inc., Bradenton*

"Solid business success."
—*King O'Lawn of Florida Manufacturing, Miami*

"An excellent opportunity for manufacturers to meet with possible sources of supply and/or demand that would otherwise take months to find and explore."
—*Chemical Corp. of America, Tallahassee*

"Tremendous success for our business. Very, very valuable trade show."
—*McMullen Food Bank, Inc., Live Oak*

"If you did not get results from the Exposition, you need to evaluate yourself or your product."
—*Specialty Manufacturers, Orlando*

This Exposition has been established as a central meeting place for businessmen. It is a setting where buyers and sellers can conveniently meet. It is a location where visiting industrialists and manufacturers can visualize Florida's great potential, and it will encourage industrial expansion in the State.

The size and nature of this Exposition will give your company an opportunity to display your products—and personally transact business with a wide variety of interests—all in one location and at one time.

Applications for space for this year's Exposition were received as early as April, 1963. Since there are less than 300 booths available, it is suggested that you apply promptly for space.

## TIME & PLACE

**April 14-17, 1964**

**Exposition Park**

**Orlando, Florida**

**Monday,** April 13

6:00 P.M. Reception and Kickoff Dinner, Cherry Plaza Hotel (Program to be broadcast to Industry Appreciation Dinners throughout the State)

**Tuesday,** April 14

10:00 A.M. Official Opening Ceremonies, Exposition Park

10:00 A.M. to 5:00 P.M.

International Day

**Wednesday and Thursday,** April 15 & 16

10:00 A.M. to 9:00 P.M.

**Friday,** April 17

10:00 A.M. to 5:00 P.M.

**(Note:)** 10:00 A.M. to 2:00 P.M. for Business Visitors only.

2:00 P.M. to closing for general public.

Children must be accompanied by adults. Exhibitors admitted at 9:00 A.M. daily.

Concurrent forums and special events to be announced later.

## BOOTH SPACE

SIZE: 10' x 10' units or multiples.

ACCOMMODATIONS: Air Conditioned facilities, back drop and side dividers, company sign (standard size), free transportation to business area, exhibitors' banquet, exhibitors' luncheons, electrical outlets, security guards.

RENTAL FEE: Each 10' x 10' unit, $150.

SHADOW BOX: 31" x 47", easel type, attendants not required, $50 each.

OUTSIDE SPACE: Minimum charge $150 for 400 spuare feet, additional space 35c per square foot.